

file under  
1620-Smoky

# SMOKEY BEAR TRADING POST



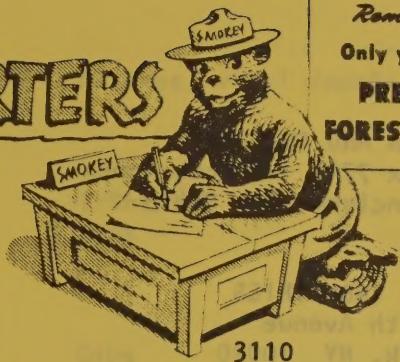
U.S. Department of Agriculture

Forest Service



# SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



## Friends of Smokey Bear:

Enclosed is an updated listing of Smokey Bear licensees and products manufactured.

Prices are not included in this catalog because it would be impossible to keep up with changes. By writing the licensee directly, you can determine prices on his entire Smokey Bear line.

Some licensees only sell to retail outlets, others will fill small orders. If you need only a small quantity of items, check first with stores in your area. If they do not have the items you want, see if they will order them for you.

We hope this listing will help with your fire prevention job. For further information write, Program Manager Smokey Bear Program, Forest Service, U.S. Department of Agriculture, P.O. Box 2417, Washington, DC 20013.

Revised June 1980

SMOKEY BEAR LICENSED ITEMS

TOYS

R. DAKIN AND COMPANY  
P.O. Box 7746 - Rincon Annex  
San Francisco, CA 94419

Stuffed dolls

GABRIEL INDUSTRIES  
114 Fifth Avenue  
New York, NY 10020

Preschool toys, helicopters,  
and jeeps

GAF CORPORATION  
1361 Alps Road  
Wayne, NJ 07470

View-master reel packet,  
talking view-master reel

INDUSTRIAL SAFETY BELT COMPANY  
16th and Mary Street  
Pittsburg, PA 15215

Play camping equipment,  
canteen, flashlight, etc.

JENNIE G. SALES COMPANY, INC.  
3370 Pratt Avenue  
Chicago, IL 60645

Vinyl inflatable toys

LARAMI CORPORATION  
340 N. 12th  
Philadelphia, PA 19107

Bagged and boxed miniature  
toys

RAPCO TOY COMPANY  
Division of Martin Yale Industries, Inc.  
500 N. Spaulding Avenue  
Chicago, IL 60624

Children's tents and electric  
wood burning craft sets

I.T.I. HAWAII  
1441 Kapiolani Boulevard  
Honolulu, HI 96814

Clip-on toy (various sizes)



## CLOTHES AND ACCESSORIES

LION BROTHERS COMPANY, INC.  
Owings Mills, MD 21117

Patches, vinyl decals

R.F.J. ASSOCIATES  
P.O. Box 405  
San Marcos, CA 92069

T-Shirts, tote bags, visor  
caps

VIRGINIA GARMENT  
501 N. 17th Street  
Richmond, VA 23219

Caps

## JEWELRY

BELL JEWELRY  
A Division of Sunbell Corporation  
P.O. Box 7447  
Albuquerque, NM 87104

Charm jewelry

EARL BUTLER & ASSOCIATES, INC.  
1710 Potrero Avenue  
South El Monte, CA 91733

Tie-tacs, pins, jewelry

## NOVELTIES

EL MONTE RUBBER CORPORATION  
1909 N. Central  
South El Monte, CA 91733

Mud flaps for trucks and  
trailers

GREEN DUCK METAL STAMPING COMPANY  
255 Elm Street  
Hernando, MS 38632

Buttons, foldover lapel  
tabs, Junior Forest Ranger  
badges

MARLENN CORPORATION  
1808 Byrd Street  
Baltimore, MD 21230

Air freshener, snuffer  
ashtray

NORCREST CHINA COMPANY  
115 N.W. First Avenue  
Portland, OR 97209

Ceramic items



## NOVELTIES (CONTINUED)

THE NOTEWORTHY COMPANY  
110 Church Street  
Amsterdam, NY 12011

Ceramic items

SPORTLINE  
330 West Franklin Boulevard  
Chicago, IL 60624

Sleeping bags, comforters

237A 3022A L.P.R.  
20A 80A  
San Marcos, CA 92069

TILLOTSON RUBBER COMPANY  
Dixville Notch, NH 03576

Balloons

SOUTHERN ROCKY MOUNTAIN CRAFTSMAN  
Box 442  
Capitan, NM 88316

Ceramic items

LAURIE IMPORTS, INC.  
11 East 26th St.  
New York, NY 10010

Vinyl stickers, vending  
machine novelties

DRITZ ART NEEDLEWORK  
P.O. BOX 5028  
Spartanburg, NC 29304

Latch hook rug and pillow  
kit

## MISCELLANEOUS

AAKRON RULE CORPORATION  
28 Cedar Street  
Akron, NY 14001

Wooden ruler

AMERICAN FORESTRY ASSOCIATION  
1319 Street, NW  
Washington, DC 20036

Match books

ART LINE, INC.  
1111 W. Cornelia  
Chicago, IL 60657

Lawn and garden  
accessories

DURA SIGN COMPANY  
2905 Bethel Church Road  
Bethel Park, PA 15102

Fiberglass signs



MISCELLANEOUS (Cont'd)

LANDER COMPANY, INC.  
25 West 39th Street  
New York, NY 10018

Bubble bath

RICHARD RUSH STUDIO, INC.  
168 N. Clinton Street  
Chicago, IL 60606

Plaques and Smokey Bear  
costumes

SALES BOOSTERS, INC.  
1015 S. La Cienega Blvd.  
Los Angeles, CA

Vinyl pocket protector

JACK SHAFTON  
8118 Lookout Mountain Avenue  
Hollywood, CA 90046

Costume

WESTERN PUBLISHING COMPANY, INC.  
Gold Key Comics  
Whitman Publishing Company  
1220 Mound Avenue  
Racine, WI 53404

Little Golden Book, Big  
Golden Book, play activity  
and novelty books, dot-to-dot,  
color by number, pop-out  
punchout, cutout items,  
self erasing sheets, picture  
puzzles, games, comic books,  
and frame tray puzzles

VERNON COMPANY  
604 West 4th Street North  
Newton, IA 50208

Smokey Bear advertising  
calendars

CATHEDRAL FILMS  
2921 West Alameda Avenue  
Burbank, CA 91505

Educational film strips

FILM COMMUNICATORS  
11136 Wessington Street  
North Hollywood, CA 91601

Smokey Bear film

MUSIC

A.A. RECORDS, INC.  
250 West 57th Street  
New York, NY 10019

HILL AND RANGE SONGS, INC.  
241 West 72nd Street  
New York, NY 100123

JOHN McMAHON  
P.O. Box 193  
Crestview, FL 32536

ST. NICOLAS MUSIC, INC.  
1619 Broadway  
New York, NY 10010

WORD, INC.  
4800 W. Waco Drive  
Waco, TX 76703

SMOKEY BEAR HISTORICAL STATE PARK  
Capitan, NM 88316

SMOKEY BEAR MOTEL AND COFFEE SHOP  
Capitan, NM 88316

SMOKEY BEAR MUSEUM  
Capitan, NM 88316

STORYBOOK LAND OF VIRGINIA, INC.  
U.S. Route 1  
Woodbridge, VA 22191

VIRGINIA FOREST, INC.  
One North 5th Street  
Richmond, VA 23219

Record album, Smokey  
Bear and Ranger Hal

Record, Song "SMOKEY BEAR"  
part of Album titled "Teddy  
Bear's Picnic/The Bear that  
Wasn't" MGM Leo #10 "Sheet  
Music" "Smokey the Bear"

Song sheet

Song, "Ballad of Smokey the  
Bear" (Sheet music, books,  
and records)

Record album: "Marcy and  
Smokey Bear"

OTHER

